

ABSTRACT OF THE DISCLOSURE

An apparatus and method for enhancing the productivity of mail processing equipment by forwarding monitored information to a processor system, and proactively generating recommendations to prevent equipment breakdown and system performance by comparing the monitored information with preventative maintenance information and business rules stored in a local or remote processor system. The proactive recommendations not only provide customers with preventative maintenance information, but also information regarding better processes and elimination of business practices that are observed to be potentially problematic. Further, cost-benefit recommendations, and recommendations identifying new customers may also be forwarded to the operator or management as part of the feedback recommendations. These generated recommendations are conveyed to customers responsible for the mailings in order to initiate preventative measures, cost savings, and benefit from improved marketing opportunities.